

Message Text

UNCLASSIFIED

PAGE 01 BRUSSE 05538 011701Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
-----011907Z 025008 /50

R 011531Z JUN 77
FM AMEMBASSY BRUSSELS
TO USDOC WASHDC
INFO AMEMBASSY BERN
AMCONSUL ZURICH
SECSTATE WASHDC 0008

UNCLAS BRUSSELS 05538

E.O. 11652:N/A
TAGS:BEXP,BE
SUBJECT: MEDICAL AND HOSPITAL EQUIPMENT SHOW,BRUSSELS,
OCTOBER 20-27 1977

REF: BRUSSELS 5368

1.HEALTH CARE CATALOG SHOW IS SCHEDULED FOR ZURICH
14-18 JUNE 1977.EMBASSY BRUSSELS HAS BEEN EXPLORING THE
POSSIBILITYWITH EMBASSY BERN OF RECEIVING THEIR CATALOGS FOR USE IN
OUR OCTOBER SHOW.OUR IDEA WAS TO HAVE THESE CATALOGS AS AN EMERGENCY
RESERVE BUT,HAVING SEEN THE INDEX TO CATALOGS SENT US BY EMBASSY
BERN, WE SUGGEST USING THESE 140 CATALOGS
AS AFOLLOW-ON CATALOG SHOW AND SAVING USDOC THE
TROUBLE OF RECRUITING TWICE.

2.THIS IDEA OF USING THE ZURICH CATALOGS AS OUR
SOLE SOURCE WILL ONLY BE ATTRACTIVE IF A SUBSTANTIAL
NUMBER OF THE EXHIBITORS IN THE
ZURICH SHOW WOULD ALSO BE INTERESTED IN FINDING AGENTS
OR DISTRIBUTORS IN BELGIUM.
ASSUMING USDOC APPROVES THE IDEA OF USING ZURICH'S
CATALOGS FOR OUR SHOW,WE REQUEST THAT USDOC ASK THE
EXHIBITORS IF THEY WOULD LIKE TO FIND AGENTS/DISTRIBUTORS
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PAGE 02 BRUSSE 05538 011701Z

IN BELGIUM.IF NOT ENOUGH WERE INTERESTED,USDOC
COULD TO SOME SPECIAL RECRUITING FOR BELGIUM.

3.EMBASSY BERN ALSO HELPFULLY POINTED OUT TO US THE FACT
THAT THEIR INDUSTRY TECHNICAL REPRESENTATIVE,
DR.BRUCE TURNER,HAD WRITTEN THE MARKET STUDY AND THAT HE MIGHT
BE AVAILABLE TO SERVE AS OUR ITRR

RENNER

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
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Sent Date: 01-Jun-1977 12:00:00 am
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Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977BRUSSE05538
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Original Classification: UNCLASSIFIED
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